

IN THE CLAIMS:

1. (Currently Amended) Network serving device for mediating networked services, comprising:
 - an interface component for receiving a service request message from a portable, electronic terminal, wherein said service request message comprises at least a tag identification sequence and a subscriber identification, wherein said tag identification sequence has been received from a radio frequency identification tag;
 - a selection component for selecting one or more services in accordance with said tag identification sequence and said subscriber identification, wherein said selection component comprises:
 - a service retrieving component for obtaining service information associated with said tag identification sequence;
 - a subscription retrieving component for obtaining subscription information associated with said subscriber identification; and
 - a checking component for comparing said service information with said subscription information to select one or more subscribed services corresponding to one or more services associated with said tag identification sequence obtained from said service information, and wherein
 - said interface component is adapted for establishing a connection between said portable, electronic terminal and at least one tag service provider associated with said one or more selected services for operating said one or more selected services.
2. (Cancelled)
3. (Currently Amended) Network serving device according to claim 21, wherein:
 - said service retrieving component is adapted to access a service data storage, wherein said service data storage comprises a plurality of service information which are associated with at least one tag identification sequence for retrieval; and
 - said subscription retrieving component is adapted to access a subscription data storage, wherein said subscription data storage comprises a plurality of subscription information which is associated with at least one subscriber identification for retrieval.
4. (Currently Amended) Network serving device according to claim 21, wherein said subscription information comprises classification information which relates to at least one class of services.

5. (Previously Presented) Network serving device according to claim 1, wherein said interface component for establishing a connection relating to said one or more selected services is adapted to transmit an initiation request to said at least one tag service provider.
6. (Currently Amended) Portable, electronic terminal for accessing networked services, comprising:
 - a subscriber identification associated with a plurality of subscribed services predefined and provided by a user of said portable electronic terminal;
 - a radio frequency identification tag reader for receiving a tag identification sequence from a radio frequency identification tag;
 - a generating component for generating a service request message in accordance with said tag identification sequence and said subscriber identification; wherein said service request message comprises said tag identification sequence and said subscriber identification; and
 - an interface component for transmitting said service request message to a mediating service provider for establishing a connection to at least one tag service provider for operating one or more of a plurality of tag services in accordance with said tag identification sequence and associated with said tag identification sequence that correspond to services associated with said plurality of subscribed services in accordance with said subscriber identification.
7. (Previously Presented) Portable, electronic terminal according to claim 6, wherein said radio frequency identification tag reader is adapted to receive at least said tag identification sequence and communication related data, wherein said generating component is adapted to generate said service request message in accordance with said communication related data and said interface component is adapted to transmit said service request message in accordance with said communication related data.
8. (Previously Presented) Portable, electronic terminal according to claim 6, wherein
 - said interface component is adapted for receiving a service response message from said at least one tag service provider; and
 - a user interface is provided for outputting information included in said service response message.
9. (Currently Amended) System for mediating networked services, comprising:

at least one portable, electronic terminal, comprising:

a subscriber identification associated with a plurality of subscribed services;

a radio frequency identification tag reader for receiving a tag identification sequence for a radio frequency identification tag associated with a plurality of tag services;

a generating component for generating a service request message in accordance with said tag identification sequence and said subscriber information; wherein said service request message comprises said tag identification sequence and said subscriber information;

an interface component for transmitting said service request message to a mediating service provider for establishing a connection to at least one tag service provider for operating one or more subscribed services that correspond to one or more services associated with said plurality of tag services; and

a network serving device constituting said mediating service provider, comprising:

an interface component for receiving said service request message from said portable, electronic terminal, wherein said service request message comprises said tag identification sequence and said subscriber information; and

- a selection component for selecting one or more services in accordance with said tag identification sequence and said subscriber information, wherein
- said interface component is adapted for establishing said connection between said portable, electronic terminal and said at least one tag service provider associated with said one or more selected services for operating said one or more selected services.

10. (Currently Amended) Method for mediating networked services by a mediating service provider comprising:

receiving a service request message from a portable, electronic terminal, wherein said service request message comprises at least a tag identification sequence and a subscriber identification, wherein said tag identification sequence has been received from a radio frequency identification tag;

selecting one or more services in accordance with said tag identification sequence and said subscriber identification wherein said selecting comprises:

retrieving tag service information about a plurality of tag services associated with said tag identification sequence;

retrieving user subscription information about a plurality of subscribed services associated with said subscriber identification; and

comparing said tag service information with said user subscription information to select one or more of said plurality of subscribed services that correspond to services among said plurality of tag services in said retrieved tag service information; and

establishing a connection between said portable, electronic terminal and at least one tag service provider associated with said one or more selected services for operating said one or more selected services.

11. (Cancelled)

12. (Previously Presented) Method according to claim 11, wherein

said retrieving service information comprises accessing a service data storage; wherein said service data storage comprises service information which is associated with at least one tag identification sequence for retrieval; and wherein

said retrieving subscription information comprises accessing a subscription data storage, wherein said subscription data storage comprises subscription information which is associated with at least one subscriber identification for retrieval.

13. (Previously Presented) Method according to claim 11, wherein said subscription information comprises classification information which relates to at least one class of services.

14. (Previously Presented) Method according to claim 10, wherein said establishing comprises:

transmitting an initiation request to said at least one tag service provider.

15. (Currently Amended) Method for accessing networked services by a portable, electronic terminal, comprising:

retrieving at least a tag identification sequence from a radio frequency identification tag by a radio frequency identification tag reader connected to said portable, electronic terminal;

generating a service request message in accordance with said tag identification sequence and subscriber information, wherein said service request message comprises said tag identification sequence and said subscriber information; and

transmitting said service request message to a mediating service provider in order to establish a connection to at least one tag service provider for operating one or more services in accordance with said tag identification sequence and said subscriber identification wherein said subscriber information is pre-defined by a user of said

portable, electronic terminal as including a plurality of subscribed services, wherein said tag identification sequence is associated with a plurality of tag services, and wherein said one or more of said plurality of tag services that correspond to one or more of said subscribed services.

16. (Previously Presented) Method according to claim 15, wherein said retrieving further comprises receiving communication related data from said radio frequency identification tag by said radio frequency identification tag reader, wherein said service request message is generated and transmitted in accordance with said communication related data.
17. (Previously Presented) Method according to claim 15, comprising:
receiving a service response message from said at least one tag service provider; and
displaying information comprised by said service response message to a user.
18. (Currently Amended) Method for mediating networked services by a mediating service provider to a portable, electronic terminal, comprising
receiving at least a tag identification sequence from a radio frequency identification tag by a radio frequency identification tag reader connected to said portable, electronic terminal;
generating a service request message in accordance with said tag identification sequence and subscriber information;
transmitting said service request message from said portable, electronic terminal to a mediating service provider;
receiving said service request message from said portable, electronic terminal by said mediating service provider;
selecting one or more services in accordance with said tag identification sequence and said subscriber information wherein said subscriber information is pre-defined by a user of said portable, electronic terminal as including a plurality of subscribed services, wherein said tag identification sequence is associated with a plurality of tag services, and wherein said one or more of said plurality of tag services that correspond to one or more of said subscribed services; and
establishing a connection by said mediating service provider between said portable, electronic terminal and at least one tag service provider associated with said one or more selected services for operating with said one or more selected services.
19. (Cancelled)

20. (Currently Amended) Computer readable medium comprising non-transitory program code stored thereon for carrying out the method of claim 10, when said program code is executed on a microprocessor based component a processing device, a terminal device, a communication terminal device, a serving device, or a networked device.

21. (Currently Amended) Computer readable medium comprising a non-transitory program product for mediating networked services, said computer program product comprising program code sections for carrying out the method of claim 18, when said computer program product is executed on a microprocessor based component, a processing device, a terminal device, a communication terminal device, a serving device or a networked device.

22. (Cancelled)

23. (Previously Presented) Portable, electronic terminal according to claim 7, wherein
said interface component is adapted for receiving a service response message from said at least one tag service provider; and
a user interface is provided for outputting information included in said service response message.

24. (Previously Presented) Method according to claim 16, comprising:
receiving a service response message from said at least one tag service provider; and
displaying information comprised by said service response message to a user.